

RICHARD MILES

Customer Relationships | Business Development | Technology Solutions | Sourcing & Procurement

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PROFESSIONAL PROFILE

Customer-focused technology and commercial professional with more than 25 years of experience in New Zealand, spanning business development, account management, technology sales, sourcing and procurement, and digital solutions.

My career has been built around understanding customers, developing trusted relationships and finding practical ways to deliver results. I've worked across enterprise, government, healthcare, education, commercial and small-business environments, helping customers identify opportunities, solve problems and make informed technology decisions.

Most recently, I worked as a Sourcing Consultant – Hardware at Spark New Zealand, managing technology sourcing and commercial opportunities for major customers. Before that, I spent more than 16 years at OfficeMax in national account management and regional technology specialist roles, developing business across IT, commercial audiovisual and workplace technology.

My experience also includes new-business development, retail management, digital marketing and running a web and creative design business. I've developed an extensive network of relationships across New Zealand's technology vendors, distributors and industry leaders, and have managed opportunities ranging from everyday customer requirements to complex multimillion-dollar transactions.

I bring a straightforward, collaborative approach, strong commercial awareness and a genuine commitment to customers. I'm comfortable working independently, bringing together specialist teams and taking responsibility for seeing opportunities through to completion.

KEY CAPABILITIES

Customer relationship and account management	Business development, prospecting and account growth	IT, audiovisual and workplace technology solutions
Technology sourcing, procurement and supplier management	Commercial negotiation, pricing and margin management	Vendor, distributor and industry relationships
RFx, tenders, proposals and competitive quotations	Opportunity identification and cross-selling	Customer presentations, demonstrations and training
Cross-functional collaboration and solution development	Digital marketing, web and creative project experience	Stakeholder engagement and problem-solving

PROFESSIONAL EXPERIENCE



SPARK NEW ZEALAND

Sourcing Consultant – Hardware | February 2023 – October 2026

Member of Spark's Group Client Sourcing team, managing ICT hardware sourcing, procurement and commercial opportunities across a portfolio of enterprise, government and tertiary education customers.

- Managed customer requirements from initial engagement through supplier sourcing, solution development, commercial proposals, negotiation, procurement and delivery.
- Built relationships within allocated customer accounts, developing an understanding of their technology environments, purchasing patterns and future requirements.
- Proactively identified opportunities to expand technology business within existing accounts, including requirements customers had previously sourced elsewhere.
- Worked across enterprise hardware, infrastructure, specialist computing, audiovisual and associated licensing, support, maintenance and professional services.
- Collaborated with Client Leads, Solution Consultants, Service Delivery Managers, technical specialists and supplier teams to develop appropriate customer solutions.

- Leveraged established vendor and distributor relationships to source products, access specialist expertise, negotiate competitive pricing and resolve commercial or supply challenges.
- Managed pricing, margins and supplier negotiations while balancing customer value, profitability and long-term relationships.
- Successfully managed and closed numerous high-value technology opportunities, including complex multimillion-dollar enterprise transactions.



Technology Specialist – Auckland & Northland | August 2008 – January 2023

Regional technology sales and business development specialist supporting OfficeMax account management and sales teams across Auckland and Northland, while directly developing priority customer relationships and technology opportunities.

Worked across commercial, enterprise, government, healthcare, education, tertiary and small-business customers, combining technology expertise with customer engagement, account growth and solution development.

- Developed technology sales within established customer accounts and generated new business through direct prospecting, referrals and targeted customer engagement.
- Worked with customers to understand their requirements, recommend appropriate solutions, deliver demonstrations and presentations, and coordinate implementation.
- Developed solutions across IT hardware, commercial audiovisual, interactive displays, projection systems, workplace technology and specialist customer requirements.
- Supported account managers across multiple sales channels with product knowledge, customer engagement, proposals and specialist technology expertise.
- Built long-standing relationships with technology vendors, distributors and specialist partners to develop solutions, negotiate pricing and support customer opportunities.
- Collaborated with merchandise teams, the Technology Buyer, Assistant Buyer and marketing teams on new product opportunities, supplier engagement, promotional campaigns and technology range development.
- Created and produced MaxTech training videos, combining practical technology tutorials, sales tips and humour to help non-technical staff build confidence in selling technology. Also developed sales guides, delivered product training and coordinated supplier presentations.
- Created a room-by-room technology and workplace product guide to help account managers identify additional opportunities across customer environments.

Selected achievements

- Won a competitive RFP for approximately 70 commercial interactive touch panels for a major public healthcare organisation, subsequently expanding the solution into other large healthcare organisations across Auckland and Northland. The initial success also helped support further business nationally.
- Designed and delivered an integrated audiovisual solution for a national industry association, supporting both in-person events and simultaneous nationwide livestreaming. The solution incorporated presentation displays, multiple cameras, microphones, audio equipment and video switching. Developed and tested elements of the solution using personal equipment before coordinating installation, demonstrations and training.
- Supported multi-year projector refresh programmes for a major tertiary education provider and specialist AV requirements for a purpose-built facility, including high-end projection and custom-manufactured screens sourced internationally.
- Developed sufficient trust and credibility with a major international customer to secure a six-figure enterprise server opportunity, successfully positioning OfficeMax as a supplier of specialist IT infrastructure beyond its traditional office products offering.



Telephone Account Manager – National Accounts | July 2006 – August 2008

Responsible for day-to-day sales and account development across approximately 500 customers within major national, enterprise and government accounts, working alongside the National Account Managers responsible for the overall customer relationships.

- Developed customer relationships, identified growth opportunities and supported purchasing requirements across technology and wider workplace categories.
- Analysed customer purchasing activity, prioritised commercial opportunities and undertook targeted account development.
- Achieved 108% of gross profit target in the 12 months before progressing into the Technology Specialist role.



WAREHOUSE STATIONERY

Web & E-Marketing Coordinator | July 2005 – June 2006

Member of the national marketing team, combining digital marketing, graphic design, website content management and commercial experience.

- Created and managed electronic marketing campaigns across retail, business and education audiences, reaching up to approximately 30,000 customers.
- Developed digital artwork, promotional content and web-optimised graphics within established brand guidelines.
- Maintained online promotional content and contributed to business and education marketing initiatives.
- Coordinated development of a bulk-supply quotation system for the education channel.
- Identified the commercial value of a strategically relevant back-to-school domain name, approached its owner and negotiated its acquisition by Warehouse Stationery.

New Business Development Manager – Buying Groups & Associations | 2004 – 2005

Promoted into a newly created role following the success of my initiative to target franchises, buying groups and multi-site organisations through their head offices rather than approaching individual branches separately.

- Prospected group decision-makers, developed commercial proposals and negotiated arrangements covering multiple customer locations.
- Established relationships that created opportunities for wider B2B sales across office products, technology and workplace categories.
- Developed targeted email communications and promotional material, contributing to my subsequent move into the marketing team.

New Business Development Representative | August 2003 – 2004

- Generated new commercial business through outbound prospecting, customer engagement and direct sales.
- Opened and developed B2B accounts, identifying opportunities to build ongoing customer relationships.
- Developed the group-based prospecting approach that led to my progression into the newly created Buying Groups & Associations role.

Fast Track Manager / Second-in-Charge – Retail | July 2001 – August 2003

- Worked across the Henderson, New Lynn and Auckland Airport stores, with responsibility for retail operations, staff development and key sales categories including computers, business machines, technology and furniture.
- Held responsibility for approximately 20 staff, sales performance, training, merchandising, suppliers and budgets.
- Helped New Lynn become the top-performing Warehouse Stationery retail store for extended-warranty attachment.
- Independently managed the Auckland Airport store for approximately eight weeks during the Store Manager's absence, taking responsibility for day-to-day operations and staff management.

ADDITIONAL BUSINESS & CREATIVE EXPERIENCE



INSTINCT DESIGN .NET LIMITED

Director / Co-founder | 2002 – 2023

Co-founded and operated a web and digital design business alongside my full-time career, combining creative expertise, business development and direct customer engagement.

- Won new business through direct prospecting, referrals and long-standing customer relationships.
- Led the creative direction of customer websites, including visual design, layout, user experience, navigation, graphics and digital content.
- Worked alongside my business partner, who specialised in coding and technical web development, to deliver complete customer solutions.
- Provided graphic design, photography and video content to support websites and wider customer marketing requirements.
- Secured Lotus Cars New Zealand as an early customer, establishing a long-running business relationship that continued for more than two decades.

CLUB LOTUS NEW ZEALAND

Digital Media & Communications Coordinator / Committee Member | June 2014 – December 2022

Voluntary committee role supporting the club's digital presence, member communications and activities.

- Developed and maintained the club website, social media channels and digital communities.
- Produced original photography, video and promotional content.
- Independently produced four editions of the annual club calendar, coordinating design, artwork, production and distribution.
- Helped organise driving events and the club's annual national gathering.

ADDITIONAL INTERESTS

Photography, videography, music production, technology, automotive interests, walking, cycling and travel.

EDUCATION

Monks Hill High School, Croydon, United Kingdom

REFERENCES

References available on request.